

*Kesenjangan perkembangan antar wilayah terjadi karena adanya perbedaan pertumbuhan ekonomi wilayah, yang disebabkan oleh perbedaan aktivitas ekonomi seperti kegiatan ekonomi perdagangan. Untuk itu, perlu upaya meminimalisir kesenjangan tersebut dengan cara mengembangkan permukiman berhirarki dan menciptakan keterkaitan sosial ekonomi antar permukiman tersebut. Penelitian ini bertujuan : 1) Mengetahui variasi kegiatan ekonomi perdagangan di Kota Kudus menurut pelayahannya; 2) Mengidentifikasi struktur ruang wilayah Kota Kudus ditinjau dari hirarki permukimannya dan mengetahui asosiasi antara variasi kegiatan ekonomi perdagangan dengan hirarki permukiman tersebut; 3) Merekomendasikan arahan pengembangan kegiatan ekonomi perdagangan berdasarkan hirarki permukiman di Kota Kudus menurut hasil identifikasi potensi wilayah.*

*Penelitian menggunakan pendekatan analisis deskriptif, bersifat kuantitatif dan berorientasi pada analisis data sekunder. Unit penelitian adalah desa/kelurahan. Teknik analisis yang digunakan yaitu teknik pembobotan dan teknik klasifikasi (untuk mengetahui variasi kegiatan ekonomi perdagangan), teknik skalogram dan skala Guttman (untuk membuat Hirarki Permukiman), scalling dan analisis statistik Korelasi Pearson (untuk menentukan asosiasi), dan teknik skoring (untuk membuat indeks komposit dari potensi wilayah) serta analisis deskriptif kualitatif.*

*Hasil penelitian menyatakan bahwa di Kota Kudus, desa/kelurahan yang mempunyai kegiatan ekonomi perdagangan yang beragam dan dalam jumlah banyak, secara umum terdapat di BWK I dan BWK IV. Hal ini karena kedua BWK tersebut dilalui oleh jalur transportasi regional, sehingga kemudahan pergerakan manusia, barang maupun jasa di wilayah tersebut, menyebabkan sektor perdagangannya berkembang pesat. Menurut penentuan hirarki permukiman, desa pusat (desa berhirarki I) bagi Kota Kudus adalah Desa Panjunan. Ternyata, semakin tinggi hirarki permukiman, maka ketersediaan kegiatan ekonomi perdagangan juga semakin beragam dan jumlahnya banyak. Selain itu, perkembangan kegiatan ekonomi perdagangan ternyata juga mempunyai keterkaitan positif dengan potensi wilayah.*

*Berdasarkan rumusan dalam desain rekomendasi, maka desa/kelurahan yang terpilih untuk lokasi pengembangan kegiatan ekonomi perdagangan yang baru di Kota Kudus diarahkan pada desa-desa potensi (desa berhirarki II), dengan arahan pengembangan sesuai prioritas. Prioritas I meliputi : Desa Jati Kulon, Ngembalrejo, Gondangmanis, Bae, dan Jati Wetan; sedangkan Prioritas II yaitu Desa Karangmalang. Prioritas III meliputi : Desa Demangan, Mlati Norowito, dan Damaran.*

**Kata kunci :** perdagangan, hirarki permukiman, potensi wilayah.

## ABSTRACT

*Regional development disparities are caused by the different of regional economic development, which is caused by variety of economic activity such as trading activity. Therefore, it is a must to minimize those disparities by developing settlement in a hierarchy and creating a social economic relation between those settlements. This research has three main goals: 1) To know economic activities variations in Kudus City according to its regionalization; 2) To identify the spatial structure of Kudus City when it is observed from its settlement's hierarchy and to know the association between that trading economic activities variation with its settlement's hierarchy; 3) To give directive recommendation of trading economic activities based on the settlement's hierarchy of Kudus City by regional potency identification.*

*This is a quantitative research uses descriptive analytic approach and secondary data orientation. The units of this research are villages. The analyzing technique used in this research are weighted score, classification (for trading activity variation), scalogram and Guttman scale (for hierarchy of settlements), scaling and Statistic Analysis Pearson Correlation (for association); and scoring technique (for composite index of regional potency) and qualitative-descriptive analysis.*

*The research's shows that in Kudus City, most villages having many trading activities both in its variety and amount are found in BWK I and BWK IV. It is because both two BWK are in the route of regional transportation, so the rapid trading activities formed as the flexibility of people, freights, and services movement in that region. According to the settlement hierarchy, Village in the first hierarchy in Kudus is Panjunan Village. The fact is that the higher the settlement hierarchy, the more availability of trading activities. Beside, trading economic activities development has a positive relation with regional potency.*

*Based on the formula of recommendation design, Villages chosen for the new trading activity development location in Kudus City are focused on villages in the second hierarchy. Directive recommendation for its development is based on the priority. The first priority consists of Jatikulon, Ngembalrejo, Gondangmanis, Bae, and Jatiwetan Village; the second priority consists of Karangmalang Village, and the third priority consists of Demangan, Mlatinorowito and Damaran Village.*

**Key words:** trade, settlements hierarchy, regional potency.